DAVE'S
TEST MARKET # 3
MEDIA

ACTION PLAN BASED ON PREVIOUS LEARNING

- **Launch in Portland (Market To Be Confirmed)**

  -August '95
  -September '95

- **What did we learn from Denver and Seattle?**

  -ROP Coupons: Low Redemption Rate ✓(Check redemption)
  -2 Sided Insert: Cost Effective Impact Vehicle? Cost of BRC.
  -Sunday Supplements: Effective Coupon Delivery Vehicle? (Redemption ?)
  -OOH Marketplace: Extremely Tight for Second Half of Year
  -FSI's: 1X per quarter sufficient?
  -Print Scheduling: Coordinating print creative results in cost savings ✓
  -C-Store Program: Effective? ✓

- **What can we do better?**

  -Coordinate print creative in Denver and Seattle to minimize production charges ✓
  -Develop impactful, yet cost effective, print unit for launch ✓
  -Develop impactful grass roots program via local events and media ✓ (merchandising)
  -Eliminate ROP Coupons - ?
  -Investigate Metro Lights (Parking Garage-Bus Shelters) to provide additional OOH coverage of difficult to penetrate downtown area
  -Investigate alternative OOH vehicles-Painted Barns, Aerials, Mega-Stores
  -Consider using color units in Newspapers to increase impact
  -Coordinate print scheduling by on-sale dates to cover desired time period ✓ alternate.

- **Issues**

  -Transit advertising restricted for Tobacco advertising ✓
  -Refine target based on user profile from Denver and Seattle
  -Timing, particularly for the Inserts
  -Secure desired OOH inventory as early as possible

2041603711

Source: https://www.industrydocuments.ucsf.edu/docs/fnxm0004

DAVE'S
TEST MARKET # 3
MEDIA

ACTION PLAN BASED ON PREVIOUS LEARNING

- **Action Plan**

  -Scenario I: Replicate Seattle Plan
  -Scenario II: Improve Upon Seattle Plan

- **Commitment Timetable**

  -Portland:

  -Print: August Monthlies close May 1
  Mid-August Weeklies close June 1
  September closings are one month later

  -OOH: OOH inventory is available in Portland as of this time, however, it is sold on a first come, first serve basis. Therefore, the sooner we purchase the activity, the better. The vendor will notify us if the marketplace begins to get tighter.

  -Newspaper: Mid-August newspapers close 2-3 business days prior to issue date (approximately August 9th)

  -Denver/Seattle:

  -Print: August Monthlies close May 1
  August Weeklies close Mid-May

  -OOH: July activity already purchased with a 60 day cancellation option. Option date is May 1 for July activity (Bulletins only-30 Sheets scheduled for August)

2041603712

Source: https://www.industrydocuments.ucsf.edu/docs/fnxm0004